# Tourism Performance Jan to March 2019* – At a Glance (Source: NISRA)


## Tourism estimates for Q1 2019 suggest:

- More than 1m overnight trips (domestic and external) were taken in Northern Ireland (NI) during Jan-March 2019
- This is a record breaking number of trips for Q1, up by 7% on Jan-March 2018, with increases evident for all main markets
- Nights increased marginally (+1%), with declines in NI and Republic of Ireland (ROI) nights offset by growth from Great Britain (GB) and Other Overseas
- Visitors spent £180m (-3% on Q1 2018), with spend reducing for all markets except the domestic market
- Some £2m was spent on average each day during Q1 2019
- Holiday trips increased by almost one quarter compared with Jan-March 2018, with all main markets delivering growth
- Business trips declined, largely due to a fall in domestic business trips
- NI attracted a previously unsurpassed 550,000 visitors from outside NI (+14%). Growth was evident for both the ROI (+34%) and GB and Other Overseas (+8%) markets
- Supporting the increase in trips indicated for Jan-March 2019, hotels, guesthouses, B&Bs and guest accommodation saw an 8% increase in bed-spaces sold
- The most recent NI accommodation statistics (Jan-July 2019) show unprecedented sales for this period, with over 2.7 million bed-spaces sold in hotels, guesthouses, B&Bs and guest accommodation, an increase of 7% on Jan-July 2018

**Figures for the Jan-March 2019 period should be treated with caution due to small sample sizes. Jan-March is generally the quietest quarter for visitors. The picture presented is reflective only of this period and may change as the year progresses.*

*†Out of state means from outside NI*

**1.1m trips**
**+7%**

**3.1m nights**
**+1%**

**£180m spend**
**-3%**

**£2m**
**spent on average each day**

**494,000 holiday trips**
**+23%**

## NI Tourism Performance Jan-March 2015-2019

| Year | Trips (000s) | Nights (000s) | Spend (£m) | Average spend per trip | Average spend per night | Average length of stay (nights) |
|---|---|---|---|---|---|---|
| 2015 | 960 | 2,978 | 145 | £151 | £49 | 3.1 |
| 2016 | 951 | 2,936 | 159 | £167 | £54 | 3.1 |
| 2017 | 1,000 | 3,289 | 167 | £167 | £51 | 3.3 |
| 2018 | 993 | 3,022 | 184 | £186 | £61 | 3.0 |
| 2019 | 1,062 | 3,050 | 180 | £169 | £59 | 2.9 |
| Change 2018/19 | +7% | +1% | -3% | -9% | -3.5% | -6% |

*Percentage change is based on unrounded figures*

## Performance by Main Market Jan-March 2018/19 (% Change)

| Market | Trips | Nights | Spend |
|---|---|---|---|
| NI | ↑ 1 | ↓ 12 | ↑ 7 |
| ROI | ↑ 34 | ↓ 6 | ↓ 10 |
| GB | ↑ 8 | ↑ 2 | ↓ 8 |
| Other Overseas | ↑ 9 | ↑ 19 | ↓ 5 |
| Out of State† | ↑ 14 | ↑ 6 | ↓ 7 |
| TOTAL | ↑ 7 | ↑ 1 | ↓ 3 |

tourism northernireland

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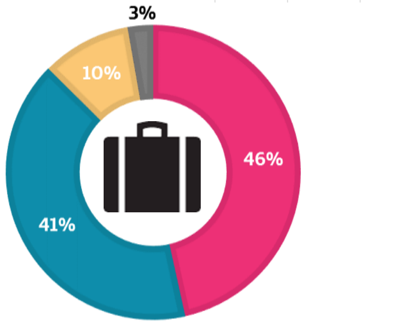
## Performance by Main Market Jan-March 2019

| Indicator | NI | ROI | GB | Other Overseas | Total Out of State |
|---|---|---|---|---|---|
| Trips (000s) | 512 | 141 | 301 | 108 | 550 |
| Nights (000s) | 761 | 315 | 1,208 | 766 | 2,289 |
| Spend (£m) | 66 | 20 | 64 | 30 | 114 |
| Average spend per trip | £128 | £144 | £212 | £277 | £238 |
| Average spend per night | £86 | £64 | £53 | £39 | £57 |
| Average length of stay (nights) | 1.5 | 2.2 | 4.0 | 7.1 | 4.8 |

Holiday trips increased by almost one quarter compared with Jan-March 2018 (+94,000), with all markets delivering growth

## Trips by Purpose of Visit Jan-March 2019




1/2 Almost half **all overnight trips taken in** NI were holiday trips and four out of 10 were to visit friends and relatives

**NI market** accounted for:

- 48% of all overnight trips taken in NI in Q1
- 25% of all NI nights
- 37% of all NI spend

**ROI market** accounted for:

- 13% of all overnight trips taken in NI in Q1
- 10% of all NI nights
- 11% of all NI spend

**GB market** accounted for:

- 28% of all overnight trips taken in NI in Q1
- 40% of all NI nights
- 36% of all NI spend

**Other Overseas market** accounted for:

- 10% of all overnight trips taken in NI in Q1
- 25% of all NI nights
- 17% of all NI spend

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## Trips by Market by Purpose Jan-March 2018/19 (% Change)

| Market | Holiday | VFR | Business | Other | Total |
|---|---|---|---|---|---|
| NI | ↑ 15 | ↑ 5 | ↓ 72 | ↓ 10 | ↑ 1 |
| ROI | ↑ 81 | ↑ 42 | ↓ 15 | ↓ 60 | ↑ 34 |
| GB | ↑ 44 | ↓ 6 | ↑ 20 | ↑ 4 | ↑ 8 |
| Other Overseas | ↑ 10 | ↑ 8 | ↑ 12 | ↓ 2 | ↑ 9 |
| Out of State† | ↑ 43 | ↑ 5 | ↑ 15 | ↓ 43 | ↑ 14 |
| TOTAL | ↑ 23 | ↑ 5 | ↓ 24 | ↓ 29 | ↑ 7 |

*†Out of state means from outside NI*

*Percentage change is based on unrounded figures*